

2 November 2016

Velpic Launches Online Lesson Marketplace

- Online Lesson Marketplace now live, enabling customers to purchase off-the-shelf on-demand e-learning lessons
- High quality library of e-learning lessons curated and licensed from leading qualified content creators
- Further builds on the Company's revenue model with the addition of a per-seat licensing model, with lessons purchased on a per registered user basis
- Targets the significant SME market enriching the Velpic offering and has potential to drive more customers toward subscription membership increasing recurring SaaS revenue

Velpic Limited (ASX: VPC) ("Velpic" or "the Company") is pleased to announce that its online Lesson Marketplace is now live. The Marketplace offers customers the ability to purchase 'off-the shelf' e-learning lessons on-demand from a selection of over 90 lessons.

The on-demand lessons are now available for purchase on Velpic's public velpic.com website. The content ranges from between \$1.05 - \$15.00 per lesson and are charged on a per registered user basis. A variety of short form (3 minutes) and longer form (45 minutes) lessons are available and have been sourced and licensed from leading e-learning creators including Learning Heroes.

The launch of the Marketplace targets small to medium sized businesses that wish to provide their employees with everyday essential learning tools. There is a wide range of high-quality content for all industries, with lessons covering Human Resources, Environmental Awareness, The Sales Cycle, Communicating to Audiences, Project Management, Consumer Rights and many more.

The Company will continue to source content to further build its lesson library and drive customers to the platform.

In addition to building Velpic's revenue model, the new Lesson Marketplace is expected to become a differentiator in the decision making process of potential new customers with the expectation that more will convert to paying subscribing customers driving the Company's recurring SaaS revenue.

Velpic Chief Executive, Russell Francis commented:

"Launching our online Lesson Marketplace opens up a wealth of e-learning content to a wide audience of small and medium sized businesses. Offering businesses the ability to purchase content on a one-off basis further builds on our revenue model and the pay per seat licensing model has the capacity to be scaled exponentially.

'We've focused our efforts on collating high-quality content that will deliver significant benefits to customers. We know that the Lesson Marketplace will lead to more Velpic subscriptions based on the feedback of our existing and potential customer base.'

To view the platform and its content please go to: <https://www.velpic.com/marketplace.html>

****ENDS****

For further information, please contact:

Investor queries:

Russell Francis
CEO – Velpic
+61 8 6160 4455
russell@velpic.com
www.velpic.com

Media queries:

Ben Grubb
Senior Account Manager
Media and Capital Partners
+61 414 197 508
ben.grubb@mcpartners.com.au

About the Velpic Group

The Velpic Group consists of two related entities: Velpic, a cloud-based video e-Learning platform, and Dash Digital, a brand technology agency.

Velpic has developed a unique online platform that provides a scalable, cloud-based training, induction and education solution for businesses. The platform allows businesses to create their own training lessons and distribute them to staff and contractors, who can access the Velpic Platform on all devices including mobile phones and tablets.

The cloud-based platform has global potential and is set to disrupt the traditional Learning Management System (LMS) marketplace, and Velpic already has an extensive list of ASX 200 clients using the platform.

Dash Digital is a full service digital branding, marketing, web and app development organisation that seamlessly blends creative and development talents across all disciplines – visual design, print graphics, websites, software development and online marketing.